

CLAIMS.

1. (Currently Amended). A UV absorbing agent consisting of; (i) a zinc zeolite, or (ii) a titanium zeolite, or (iii) a combination thereof.
2. (Currently Amended). An agent according to claim 1, wherein said agent is zinc zeolite.
3. (Currently Amended). An agent according to claim 1, wherein a carrier base is included.
4. (Currently Amended). An agent according to claim 1, wherein said zeolite is selected from a hydrated, or an anhydrous, form.
5. (Currently Amended). An agent according to claim 1, wherein said zeolite is a topical sunscreen.
6. (Currently Amended). An agent according to claim 1, wherein said zeolite is a topical UV absorber agent.
7. (Currently Amended). An agent according to claim 1, wherein said zeolite is a topical Free radical neutralizing agent.
8. (Currently Amended). A composition according to claim 3, wherein a carrier base is selected from a lotion, cream, gel, spray, thin liquid, body splash, mask, serum, solid cosmetic stick, lip balm, shampoo, liquid soap, bar soap, bath oil, paste, salve, powder, collodion, impregnated patch, impregnated strip, skin surface implant, and diaper.
9. (Currently Amended). A composition according to claim 3, wherein carrier base is water and oil emulsions, suspensions, colloids, microemulsions,

clear solutions, suspensions of nanoparticles, emulsions of nanoparticles, powders, or anhydrous compositions.

10. (Currently Amended). A composition according to claim 3, wherein carrier base is an emulsion.
11. (New). A composition according to claim 3, wherein carrier base includes additional UV absorbers selected from Kaempferia galanga extract, Benzophenone-3, Benzophenone-4, Ethylhexyl Methoxycinnamate, Homosalate, Ethylhexyl salicylate, Octocrylene, Menthyl anthranilate, Avobenzene, Lawsone, Sulisobenzene, Trolamine salicylate, Lawsone, Glyceryl aminobenzoate, Cinoxate, PABA, or combinations thereof.
12. (New). A composition according to claim 11, wherein said additional UV absorber is Benzophenone-3.
13. (New). A composition according to claim 11, wherein UV absorbancy of said additional UV absorber is synergistically increased by said agent in claim 3.
14. (New). A composition according to claim 13, wherein said agent in claim 3 is zinc zeolite.
15. (New). A composition according to claim 13, wherein said agent in claim 3 is titanium zeolite.
16. (New). A method of boosting topical UV protection of sunscreen agents, wherein said method comprises; mixing of (i) zinc zeolite, or (ii) titanium zeolite, or (iii) a combination thereof, with (iv) a suitable topical base, and (V) application of said mixture on skin in an amount sufficient to cause desired UV protection.

- 17.** (New). A method of boosting topical UV protection of sunscreen agents according to claim 16, wherein said topical base is an emulsion.
- 18.** (New). A method of boosting topical UV protection of sunscreen agents according to claim 16, wherein said sunscreen agent is Benzophenone-3.
- 19.** (New). A method of boosting topical UV protection of sunscreen agents according to claim 16, wherein said method includes zinc zeolite.
- 20.** (New). A method of boosting topical UV protection of sunscreen agents according to claim 16, wherein said method includes titanium zeolite.